

Candy Bar Gazebo

Issue 30, Spring 1991

(including gum)

A Treat To Read



CANDY BARS BY PARACHUTE

Youngsters who participated in a Yo-Yo contest were privileged to participate in a Baby Ruth candy bar drop in Evanston, Illinois, in 1935. (This was 12 years after the original Baby Ruth drop over Pittsburgh, Pennsylvania, in 1923.) Around a thousand kids were assembled along the side of Woolworth's 5¢ and 10¢ store that fronted on Davis Street in Evanston, to participate in a Duncan Yo-Yo contest. A plane, carrying 1¢ Baby Ruth bars each with its own individual parachute rained down on the youngsters. (In the original drop as well as the others made in about forty states in the 1920s the bars were 5¢ products.) What a day that was for the youngsters!

And what a day it was back in 1923 for Otto Schnering, president of the Curtiss Candy Company, makers of Baby Ruth. That drop turned the entire country on to candy bars and showed the power of flamboyant advertising when it hit the right note with the public. The campaign established the Baby Ruth bar as a national favorite, and it also catapulted the Butterfinger bar into national prominence when it also was featured in drops in 1927.

JOHN CLEEESE AND THE CALLARD & BOWSER COMMERCIALS

John Cleese, the great British comedian, has made himself known as a part of Monte Python's Flying Circus, Fawlty Towers, TV ads for Schweppes products, and as a spokesperson in a series of four radio advertisements for Callard & Bowser products a few years ago.

Callard & Bowser Butter-Scotch is one of the products that Cleese talks about in the commercials. The first of the four commercials is printed below with permission. So just imagine John Cleese enunciating and gesturing as he goes through the presentation that follows.

Commercial #1, John Cleese speaking (rapidly):

"Hello. Look. I'm awfully sorry to bother you, but how can I explain - well, the point is - no, let me begin at the beginning.

You don't know me but as you can probably guess from my accent, I'm English - a Britisher, as you good American folk would say, and I'm wondering if you, uh, American persons, would be so good as to try a very fine English candy which is frightfully popular among the more educated classes here in England.

I'm sorry, that sounds rather snobbish, doesn't it? Sorry, I should have said it's rather a sophisticated sort of candy. A fine, rich flavor, but not so sweet as regular candy.

So, if you'll get a pen and paper I'll give you the name and then perhaps you'll be good enough just to try it to see if you like it.

And if you don't everyone here in England will understand perfectly. No hard feelings, these things happen, but actually, I think you'll find it rather special.

Now the name of this candy is - oh! I should have said that it comes in rather tasteful boxes, all kinds of sizes, with a characteristic thistle as the trademark, rather attractive, and it's available in butterscotch, toffee, fudge, and nougat. So, well, um, I hope you'll give it a try, and remember, ask for it by name!"

(This is the end of the commercial, in which Cleese in his inimitable style never does mention the name of the product! The other three commercials for Callard and Bowser will appear in future issues of Gazebo.)

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BEST AWARDS OF 1990

Candy Bar Gazebo had the opportunity to taste many confectionery items new to it in 1990. This is the second annual "Best Awards" event. Winners below.

All-Around Bar (tie)

Good Stuff, Grist Mill, Lakeville, MN
Nugget Bar, PMC Co., Missoula, MT

Fudge Bar

Gourmet Black Walnut Fudge, Indiana Walnut Grove, West Lafayette, IN

Novelty Bar (tie)

Texas Pattie, Goodart Candy Inc., Lubbock, TX
Vermont Cow Pies, Tom and Sally's Handmade Chocolates, Inc., Brattleboro, VT

Brittle

Rainforest Crunch, Community Products, Inc., Montpelier, VT

Toffee

Colorado Almond Toffee, Stephany's Chocolates, Denver, CO

Foreign Made for sale in U.S. (tie)

Cailler Swiss Milk Chocolate with Hazelnut Creme Center, Nestle, Purchase, NY
Michel Cluizel bar from France, Galerie au Chocolat, Cincinnati, OH
Camille Bloch Almondine Bar (Swiss), Pennsylvania Dutch, Mt. Holly Sprngs, PA

U.S. Reincarnation (tie)

Milky Way Dark, M&M/Mars, Hackettstown, NJ
Walnettos, Walnettos, Cudahy, CA

U.S. Fund-Raising Bar

Joe Clark's Milk Chocolate with Roasted Almonds, Joe Clarks, Tarentum, PA

Regional Sales Bar (tie)

Chocolate/Cherries/Pecan Bar, Gayle's Chocolates, Royal Oak, MI
Blue Monday Sweet Bar, Helen Hunt Candies, Mt. Sterling, KY

Peanut Butter Bar

Peanut Butter Bar, Gardner's Candies, Tyrone, PA

Praline

"Texas Chewie" Pecan Praline, Lammes Candies, Austin, TX

Chocolate Bar

Sussande Classique, Ethel M. Chocolates Inc., Henderson, NV

Pecan Roll

Liberty Bell Pecan Roll, Midwestern Pecan Co., Nevada, MO

Caramel Bar

Caramel Bar, Long Grove Confectionery Co., Buffalo Grove, IL

Coconut Bar

Coconut Egg, Betsy Ann Chocolates, Pittsburgh, PA

White Chocolate

Roca Bar Swiss White, Brown & Haley, Tacoma, WA

Marshmallow/Caramel

Modjeskas, Schimpff's Confectionery, Jeffersonville, IN

Fruit Flavored Candy

Squirt, Herman Goelitz Inc., Fairfield, CA./Goelitz Con., North Chicago, IL

Mail Order Holiday Gift Bar

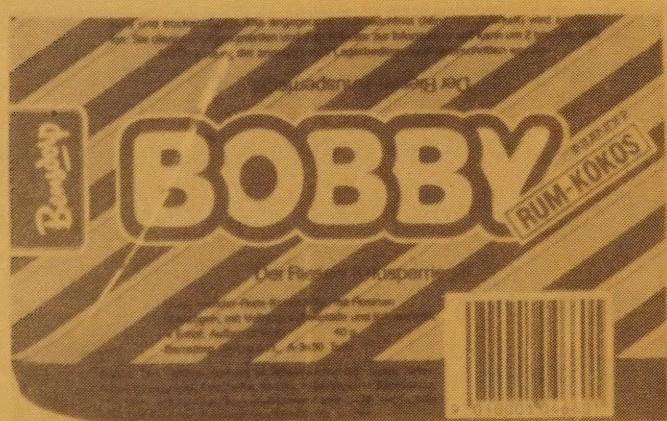
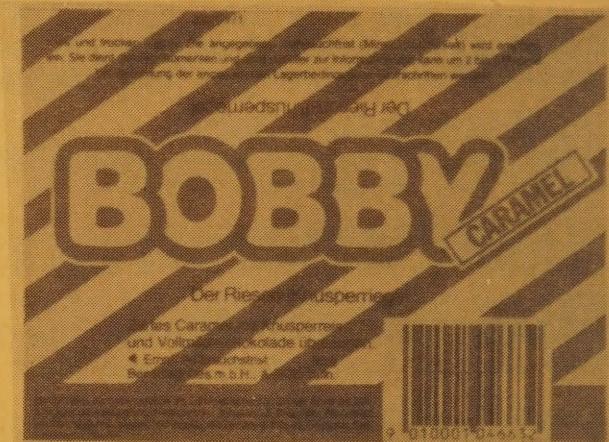
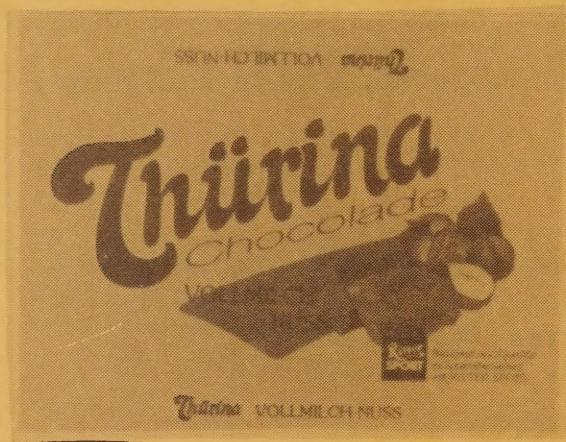
Sifers Valomilk, Russell Sifers Candy Co., Merriam, KS

FROM FOREIGN CORRESPONDENTS

Stanislav Kramsky and his wife, (Prague, Czechoslovakia), as well as other people in Czechoslovakia, can't convert their currency into foreign money, so one-day trips to neighboring countries is about the best they can do travelwise. Kramsky and his wife recently visited Switzerland where they went to Broc in Gruyer where the old Cailler's chocolate factory is. The factory/museum has about 10,000 visitors a month. They also visited the Nestle headquarters in Vevy, and on another visitation they went to the Pfister chocolate factory near Zürich.

Kramsky sent along the latest issue of the Czechoslovakian publication, Cokologie, which contains numerous articles on gum and chocolate such as John Mackintosh and Sons of England, Hershey Foods of the U.S., Topps Gum of the U.S., Hachez of Germany, Cedrinca of Italy, etc.

Kramsky sent along some new wrappers from bars made by Thüringer Schokoladenwerke of Germany. The bars, made in conjunction with Ritter Sport of Germany are the milk chocolate bar, milk chocolate with hazelnut (illustrated) and the Zartbitter (semi-bitter) bar.



Kramsky also sent along a short history of the Bensdorp company that was first established in Amsterdam, Holland, in 1840, by Gerard Bensdorp. The family business was quite successful and eventually a factory was built in Kleve, Germany, and a few years later another was built in Vienna, Austria. One of its earliest chocolate bars was the Bensdorp Block bar. After World War II, Bensdorp became quite successful in Austria and in 1968 opened a new factory in Tulin, a suburb of Vienna. Bensdorp products are now also made in the Suchard factory in Bludenz, and in the Mirabell factory in Salzburg, all these firms now belonging to the Phillip Morris Company of the

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United States. In Holland the factory was sold to Unilever in 1973, and now belongs to Cacao Barry of France. Numerous Bensdorp Bobby bars are on the market such as the Rum-Coconut bar with raisins and crisped rice, and the Caramel bar.

Kramsky also provided a wrapper for the Kendal Mint Cake, made by Daniel Quiggin & Son, Kendal, England. The first Quiggin shop was opened on the Isle of Man off the coast of England in 1840. One of the sons of the founder then moved to Kendal in England proper. After World War II the company specialized in the production of the Kendal Mint Cake bar and regularly sponsors expeditions to such places as the Himalayas.



Harry Levene, London, England, visited the Nestlé headquarters in Vevey, Switzerland recently. He understands that Nestlé is phasing out the Cailler name. He said that Frey bars are only sold in the Migros stores, of which there are over 500. The Swiss market is dominated by Lindt and Suchard, but Levene finds that local chocolate shops are treasure troves for bars.

The Swiss Sainsbury bar wrapper shown (produced in Switzerland, sold in England) was new in December. Levene thinks it is made by Lindt. And Bubble Choc, (VR Baronie of Holland) is the first solid chocolate bar containing bubblegum he's seen. The Sonnina puppet milk chocolate bar first came out about 15 years ago, and there are many different puppets illustrated on the wrappers such as Snow White, and other folk tale characters made into puppets. The bars are made by Euro-Coop of Dortmund, Germany.

Belgian Godiva wrappers are similar to the U.S. ones, except that they and the bars are Belgian made. And the Praline Chocodi wrapper, it comes from the Ivory Coast of Africa. The bar is made in the capital city, Abidjan, which is located on the coast.

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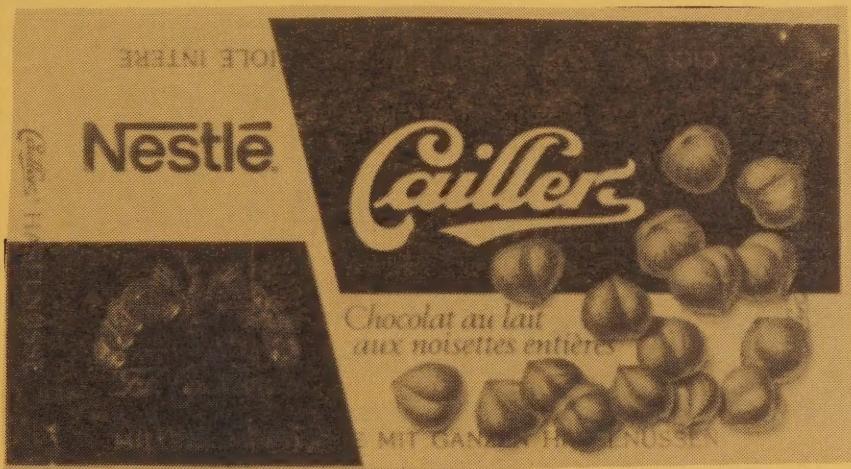
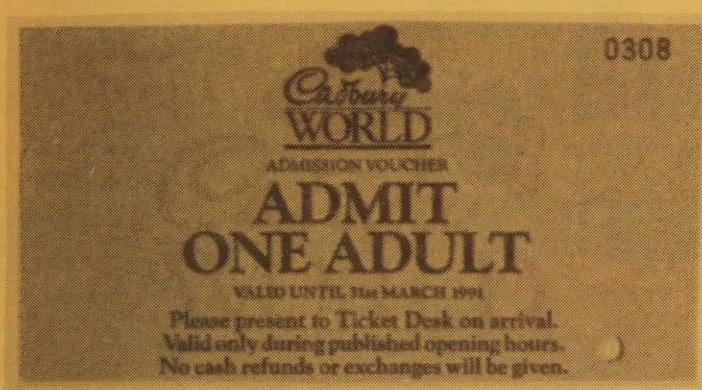
Miroslav Nikl, Prague, Czechoslovakia, sent along two Czech bars, one being the Oscar bar made by Orion; the other being made by Figaro of Bratislava. It is one of a series that contains paper dolls on the wrappers. The one illustrated is for the Jana doll. From Berlin, Germany, he sent along the Sarotti Schoko Leicht wrapper for an aerated chocolate bar that is said to be, "the sensation on the tongue, not to be described, but undescribably good!" Also from Germany, the Tobler Mandelsplitter (milk chocolate with almond splinters). From Switzerland and Frey comes the Mahony bar (similar in shape and taste to the Toblerone bar), milk chocolate with almonds and honey nougat. And from Julius Meinl of Vienna, Austria, is the Trüffel bar wrapper, chocolate truffles.

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Terry Clay, Bournemouth, England, has a friend who visited the Cadbury Museum/Exhibit in England, recently. The brochure for the Museum indicates it is quite the place for chocolate history. In one of the rooms there is an Aztec chocolate tasting session. The brochure says, "The Aztecs made chocolate with chilli peppers and honey, frothed up and cold." Terry also sent along some new candy bar wrappers for Balisto (milk chocolate covered crunchy biscuit with a hazelnut topping) made by British Mars, Club Chocolate Crumble (biscuit covered with chocolate), and also sent along the new Cailler wrapper with Nestlé displayed on it (made in Switzerland) that Harry Levene also mentioned in his letter.



NEWS TADBITS

Harry Ellsworth, Harry Ellsworth Associates, is now specializing in advertising and promotion consulting for Confectionery/Gum/Snacks. He can be reached at P.O.Box 4023, Northbrook, IL 60065-4023.

Fodor's 90 South America, has this to say about shopping in La Paz, Bolivia - "Chocoholics should be sure to try the Breick bitter, milk, or milk chocolate sold throughout the city - real chocolate flavor that beats Hershey's."

David Hatcher Childress hitchhiked through South America. (Lost Cities & Ancient Mysteries of South America, 1986, Adventures Unlimited Press.) While in Bolivia he saw the unsanitary conditions in the street market, so decided to buy a candy bar instead. Wonder if it was a Breick bar?

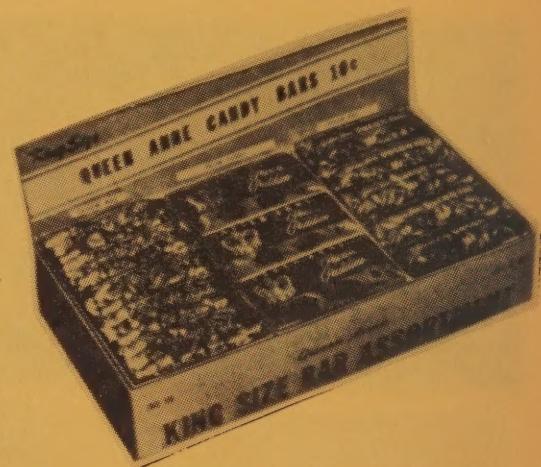
When Hershey kicked off its introduction Hershey's Kiss With Almonds last year, a 500-pound replica of the candy descended from One Times Square, the famous New Year's Eve site in New York City.

A HILL IN KANSAS CITY

One of them was a jewelry salesman, the second a candy salesman, and the third a candy maker. The three got together to form a candy company in Chicago in 1921. Now what to name the company? Herman Glickman, Harry Martin, and Weiss kicked that one around a bit. Finally one of the founders who had grown up in Kansas City came up with the name of a hill in his home town - Queen Anne, so the Queen Anne Candy Company was born.

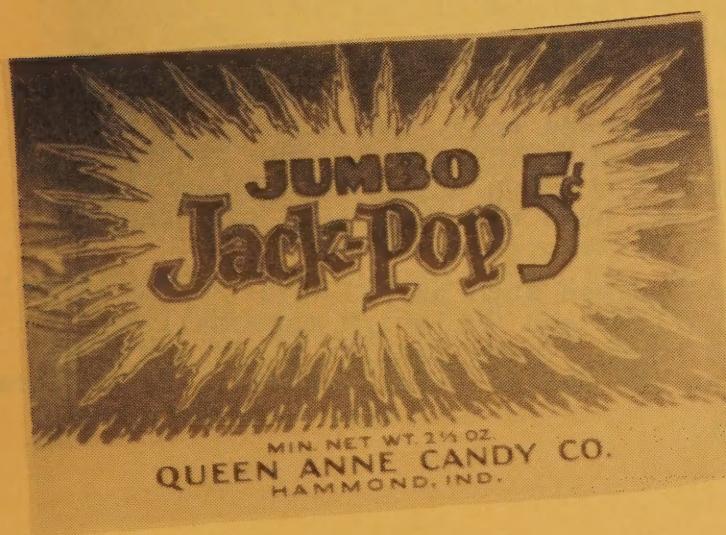
By 1924 the firm had moved to Hammond, Indiana, where it still functions today after being acquired by Luden's Inc., in 1980, and taken over by Hershey in 1986. It produces such items as cordial cherries, Christmas and Easter specialties, marshmallows, etc.

Queen Anne was perhaps the first candy company to make pecan rolls - by 1927 it was manufacturing 10¢ nut rolls with pecans. Queen Anne was one of the first candy companies to begin wrapping its goods in the product, cellophane. Cellophane was perfected at Zurich by a Swiss chemist, Jacques Edwin Brandenberger, in 1912. Then an improved waterproof cellophane for packaging was perfected in the United States by DuPont in 1926. (continued next page)



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Queen Anne made a number of candy bars over the years. In the 1920s Queen Anne Pecan Rolls, Walnut Rolls, Filbert Rolls, and Brazil Rolls were 10¢ bars. Some of the 5¢ bars were Nutty Fagan, Candy Queen, Star, King Nut, Jumbo Jack-Pop, and Quaco. Some 1930s and 1940s bars were the 5¢ Queen Anne bar and the 5¢ Queen Anne Almond Treat. Some 1930s-1960s bars were Jingle Bar, Pecan Meltaway, Cashew Roll, Pecan Paddies, and Pecan Roll. Bar items then were dropped by this candy company now located in Hammond, Indiana, that was named in Chicago for a hill in Kansas City. Truly a midwestern concern!



1918

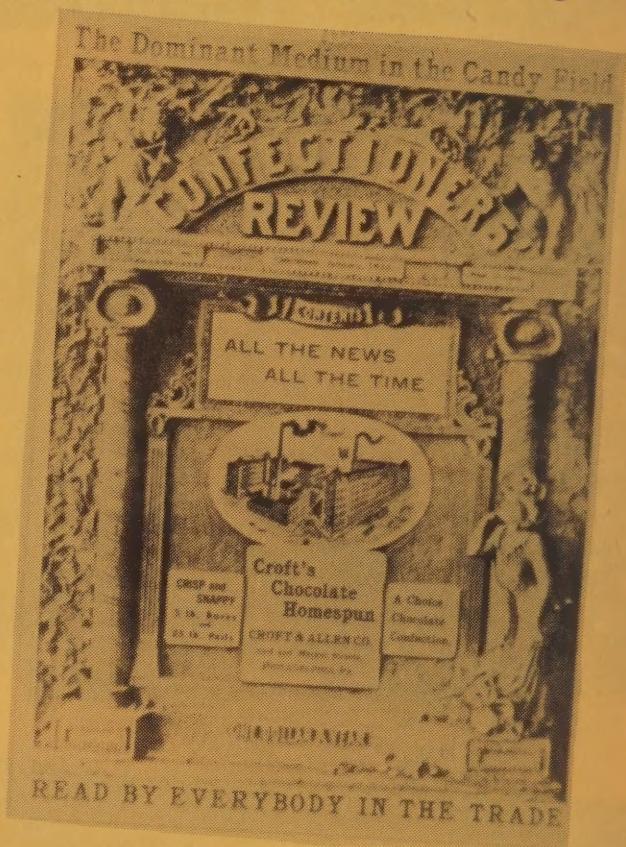
In 1918, the candy bar industry, was getting revved up. The first World War was coming to a close. And candy companies throughout the United States began making their own bars, but not marketing them beyond their areas. Advertising for bars was in its infancy. Refrigerated units on railroads had not been perfected as yet, and the national taste for candy bar products was just getting started as the returning doughboys of World War I would be the catalyst for creating the demand for candy bars

Issues of the Confectioners' Review, published in Cincinnati, Ohio, during 1918, had ads of confectioners confined pretty much to the Midwest and the East. The West Coast and other sections of the country had their confectioners, but the vast mileage that separated the country made shipping by rail a big risk because of potential meltdown. So the West Coast confectioners developed pretty much in their own baliwick.

A few companies became adventurous right after the end of the war, and made deals with companies in other parts of the country to issue the same bars, thus giving the indication that the bar had a much wider sales range than really was the situation.



(Henry Smith Collection)



Ads in Confectioners' Review were for the trade only. You didn't see them in popular publications. Newspaper ads and magazine ads for the general public along candy bar lines really didn't catch on until Otto Schnering of the Curtiss Candy Company made national news with his Baby Ruth candy bar drops by parachute over the city of Pittsburgh in 1923.

In 1918, bars sold for 10¢, 5¢, and odd prices such as 6¢. Novelco (6¢ items) also made 10¢ boxes of Fireside Marshmallows and Criterion marshmallows. In an ad of March, 1918, part of the ad read, "These package goods are also big sellers for shipment to the soldier and sailor boys.... Novelco 6¢ sellers

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are very choice - not to be confused with the many cheap summer candies." The ad went on to say, "These 6¢ bars may be had also in our standard package, each bar wrapped in glacine wrapper," indicating that the 6¢ bars were probably unwrapped or just wrapped in paper.

Some of the 6¢ items handled by Novelco were Mallo Maple Nut Cake, Cherry Cream, Marsh-Ko bar, and Mallow Nut Cake. The 6¢ price really never did catch on, so was soon dropped.

When candy bars were first made they were unwrapped. The candy for the bars was often made on large cookie sheets and then cut into sizes with a knife. Then bars were put into glasine bags or wrapped in foil before the automatic wrapping machines came into being.

The Wuest Factory of the Wm. M. Hardie Company of Cleveland, Ohio, wrapped its chocolate covered bars in foil in 1918. The Wuest Factory made such 5¢ bars as unwrapped fruit and nut fudge bars and chocolate covered bars that were wrapped in foil. They also made uncoated bars.

Also located in Cleveland was Norwald's, which made such 5¢ chocolate bars (excluding the summer season) as Piccadilly, Goober Bar, King Pin, Krunch, Rasmallow, Fruit Pudding, Peanuckle, and Big Lunch.

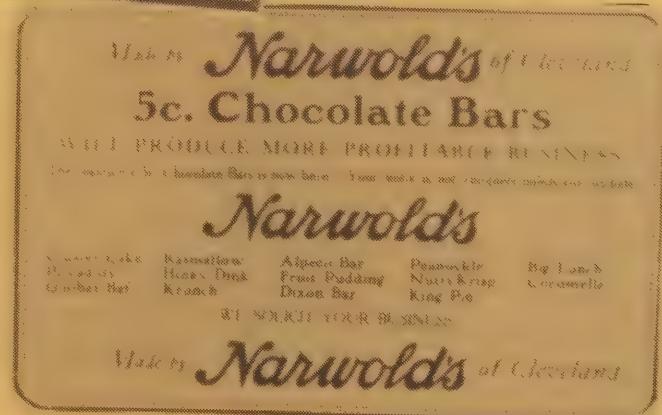
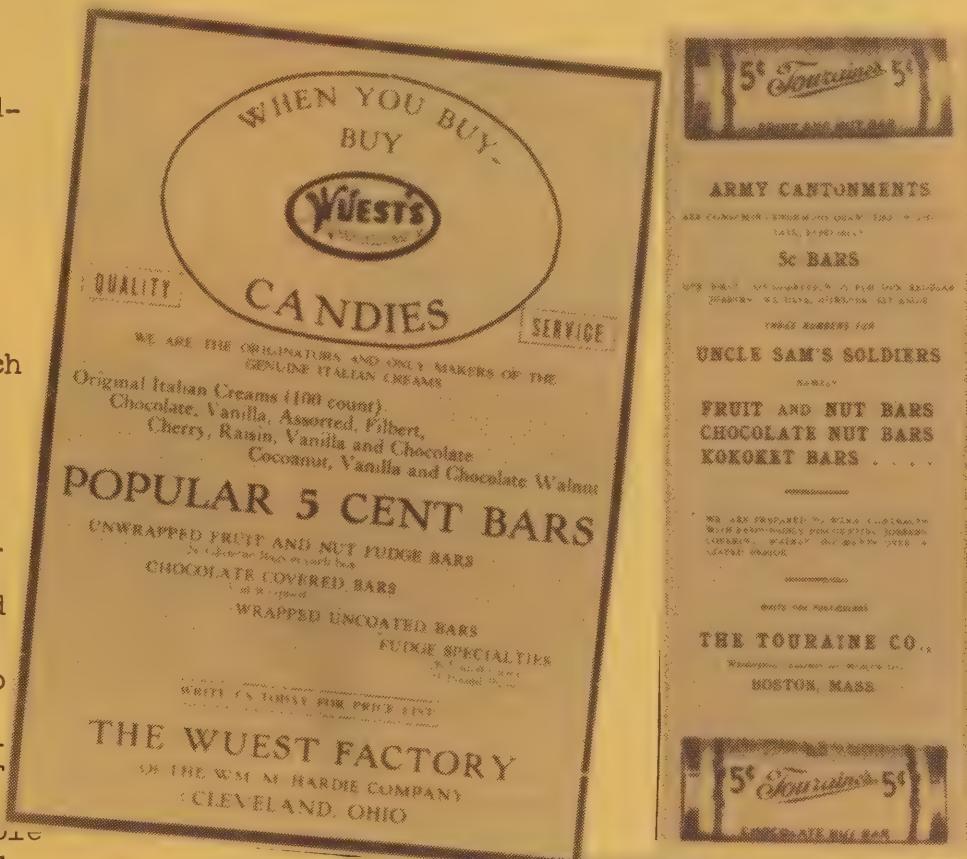
Located in Boston was The Touraine Co., which in 1918 used the soldier theme in its ad in the Confectioners' Review. The ad said, "Three numbers for Uncle Sam's Soldiers - Fruit and Nut Bar, Chocolate Nut Bar, and Kokoket Bar."

Weber-Schlitz Candy Co of Milwaukee featured its Chewie Chew Chocolate Nougat Bar. Other bars were Smack, Fig Bar, Koko Nut, and Maple Nut Cream. Some others were Marshmellow, Snow Cake, And Do Do.

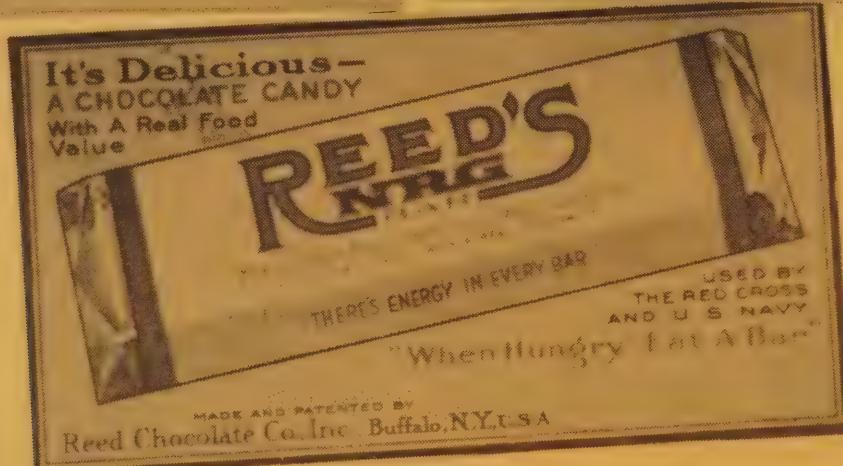
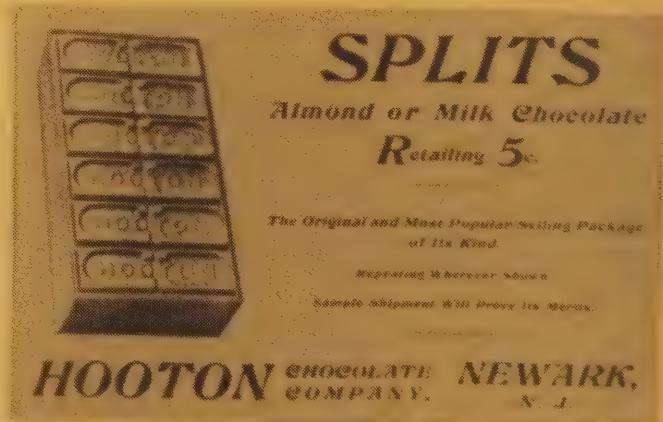
Very popular were marshmallows, with the Imperial Candy Company's (later Redel's) Campfire brand being one of the more popular ones.

And in 1918 the Shotwell Mfg. Co. of Chicago had its 6¢ version of Checkers (similar to Cracker Jack), the popcorn confection which contained a prize.

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The candy factories in Buffalo, New York, that used electric power generated at Niagara Falls, at one point in time during the war worked only at night. This rule affected other manufacturing plants that were not working on war orders.

The Reed Chocolate Company of Buffalo had a spurt of business because of the demand for its NRG Bar, a specialty of the company. On account of its combination and the "food units" it contained, the Red Cross purchased hundreds of thousands of the NRG Bar. They were placed in hospital kits and comfort bags given to the boys at the front. Thousands of boxes were also sent direct to the boys in the trenches.

The Mueller-Lekker Candy Co., St. Joseph, Missouri, had a number of 5¢ bars - Big Ben, Castle Walk Cake, M.M.Lunch, Lotus Nougat, Cherry Cocktails, Milk Nut Loaf, Malo Cream Bar, Chocolate Jitney Bar, Piccadilly Chocolate Nut, Yum Yum Nougat, Macaroon Nougat, Rosary Wafers, and Pecan Eats.

Bugler & Goebel Co., Chicago, offered the following 5¢ bars - Panama Puff, Pineapple Bar, Jell Bar, Jackies' Bar, and Chocolate Fruit Bar.

Hooten Chocolate Co., Newark, New Jersey, marketed its Splits chocolate bar in both almond and milk chocolate. The bar was grooved so it could be broken in half easily. The bar was also unwrapped.

And G.A.Reuter Company of Chicago, which specialized in peanut products, had the following bars - 1918 bar, Sumbar, Over the Top, Blanched Peanut Bar, Chocolate Peanut Bar, Delightful Iced Bar, The Very Idea, O-U-Nut Bar, And Choc-Ö-Nut Bar.

The Confectioners' Journal also carried many other ads for the trade, and carried a bit of confectionery news from each of the major cities, mainly in the East and Midwest. And the 1918 issues of the publication were paving the way for the big explosion that was to take place in the candy bar business in the 1920s.

FOREIGN NATION - SRI LANKA

Sri Lanka is an island off the coast of India. It was formerly known as Ceylon, and became a republic in 1972, previously being under British rule.

Chocolate bar wrappers made in Sri Lanka are fairly attractive. The Franco Chocolate and Cocoa Manufacturers produce several varieties of bars, among them being Fruit & Nut Chocolate, and the Status Symbol bar.

Ceylon Chocolates Limited, produce various Kandos bars such as Orange Milk Chocolate and Nut & Milk Chocolate.



SCHIMPFF'S CONFECTIONERY, JEFFERSONVILLE, INDIANA

Schimpff's Confectionery has been making candy in the Kentuckiana area since 1858. Originally opened in Louisville, Kentucky, in 1891, the business was moved across the Ohio River to Jeffersonville, Indiana, right after the Civil War.

One candy for which Schimpff's has become well known is the marshmallow dipped in caramel called Modjeska's. Where did the name Modjeska come from?

Madame Helena Modjeska was a Polish actress who became rather well-known in Louisville. She was the star of the very first American production of Henrik Ibsen's "A Doll's House," on December 7, 1883. As a result of her thrilling portrayal of Nora in that drama, Busath's Candy Shop in Louisville decided to name a caramel candy treat after the actress. And that candy treat, the Modjeska, not only quickly became a best seller in Louisville, but it was also shipped throughout the world to candy aficionados who craved the candy. In November, 1947, fire destroyed the Busath Candy Shop and in time the business was terminated and the Busath copyright on Modjeskas expired. The making of Modjeska's was picked up by Schimpff's and today is still one of the company's best sellers along with another old time favorite, Schimpff's original cinnamon red hots.

Schimpff's puts out a mail-order form at Schimpff's, 347 Spring Street, Jeffersonville, Indiana 47130.



OLD TIME TADBITS

Rose Louise Hovick (1914-1970) was an entertainer and author better known as Gypsy Rose Lee. She and her sister, June Havoc, toured as child actors until the late 1920s. The act split at the height of its popularity, and at the age of fifteen, Miss Lee took striptease lessons from a lady known as Tessie the Tassel-Twirler. By 1931 she was a fixture at Minsky's and other palaces of burlesque. She stripped in a show at the New York World's Fair in 1940 when she began writing The G-String Murders which was published in 1941. It became a best seller. She wrote a second mystery called Mother Finds the Body, which was also successful as a whodunit. In 1942 she opened to rave reviews in Star and Garter, a Broadway show. She was featured in several films in Hollywood, and her last movie, The Stripper, 1962, was based on her autobiography, Gypsy: A Memoir. And as a tie-in to the movie, Curtiss Candy Company of Chicago came out with the Gypsy candy bar (fluffy marshmallow, caramel, chocolate coated). The bar was only a short-selling item that died out rather quickly once the movie made its rounds of theaters.



A 1920s creation from the Geo. Ziegler Co. of Milwaukee, WI, was the Lobster Patty candy bar. The interior of this bar was made of roasted cocoanut and sugary raisins. The outside was a chocolate coating. At the same time Ziegler was promoting its 5¢ giant Nut bar that contained peanuts and chocolate.



TERESA FINER - Gum

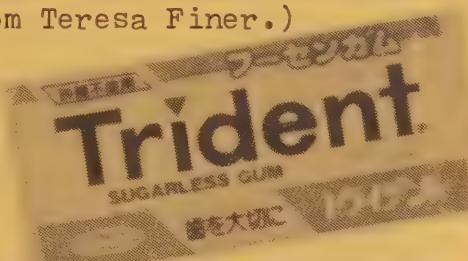
I Will Not Chew Gum in Class. I will Not Chew Gum in Class.

University of Florida dentistry professor Anthony J. Conti is researching the role of sugarless chewing gum in cavity prevention, and has recruited 4,000 elementary students in grades two through six to help him out.

Dr. Conti is studying the benefits of sorbitol and xylitol, both sugar substitutes, in the reduction of plaque on teeth. Previous research has shown that sugarless gum does reduce plaque, but no study has been undertaken with respect to the effect of these particular sugar substitutes. In order to document his study, Professor Conti has asked the students to chew gum for ten minutes at school, and for ten more minutes at home every day. The lucky students live in Polk County, Florida, an area which does not have fluoridated water. Since these students do not have the benefit of fluoride to prevent cavities, Dr. Conti believes that the study will make a real difference for them.

Warner Lambert is sponsoring the study, and sends free gum to the schools for distribution to the students for home and school chews. At the moment, the exact brand of gum is under "wraps" by the University, but if you want to perform your own study, Trident is a good Warner Lambert sugarless guess.

The study is scheduled to last two years. Each student in the study will receive free dental checkups and free toothbrushes, and no one will be required to stay after school for chewing gum in class. That doesn't cover blowing bubbles in class. (Wrappers shown are from Teresa Finer.)

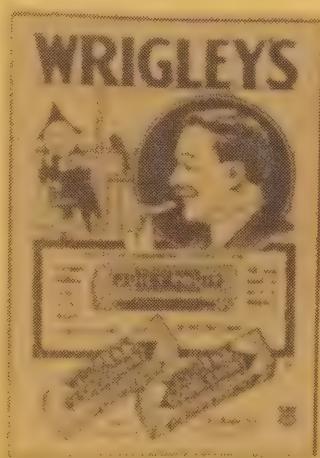
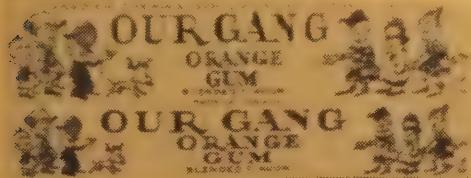


OLD GUM TADBITS

According to L.M. Boyd, bubble gum is pink because that's the only food coloring Walter Diemer had at hand when he invented bubble gum in 1928.

The Topps Chewing Gum company in the 1940s put out such gums as Cinnamon, Pepsin, and Peppermint available in 1¢ wraps.

The Our Gang gum put out by the Canadian Chewing Gum Company, was named after the folks in the Toonerville Folks comic strip that was read by folks in the funny pages from 1915-1955. The creator of the strip was Fontaine Fox, who died in 1964. His works were read by millions and his most famous invention was the Toonerville Trolley.



HERSHEY AND THE U.S. MILITARY

The latest Army treat? The Desert Bar, produced by Hershey, and a far cry better than the Field Ration "D" Bar of World War II. In fact, the Desert Bar could be called the Dessert Bar, as it's quite good!

Hershey involvement with the military dates back to World War I, when the Army Quartermasters Corps got it and other chocolate manufacturers to supply 20 and 40 pound blocks of chocolate that were then cut into smaller pieces for distribution to U.S. troops in Europe. When the war ended in 1918, returning veterans, their appetites weaned on candy bars during the war years, demanded similar products as civilians. Candy bars had been around already on the civilian scene, but this was the big push the industry needed. And since the Quartermasters Corps had turned the cutting of the blocks into smaller pieces back to the manufacturers, the companies were ready for the big boom in the 1920s when over 20,000 different candy bars were produced.

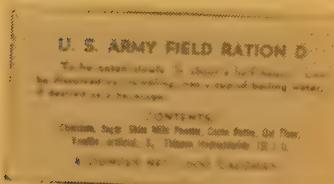
Hershey again got involved with the military in 1937 after meeting with Army Quartermaster Captain Paul Logan. The initial meeting with Logan started the experimental production of a ration bar to meet the needs of soldiers involved in global warfare. The standard chocolate bar, which melted readily in summer heat, couldn't be adapted to being carried in a soldier's pocket, so that challenge had to be met. Also needed to be met was the task of not making the bars too tasty, so what was being produced was going to be an emergency ration to be eaten only when really hungry.

Normal chocolate is produced at a flowing consistency when warm and all machinery was constructed based upon this physical property. So special processing methods and machinery had to be developed. And in June of 1937, 90,000 test bars were made. A sufficient number of molds were built, the chocolate paste was produced according to the formula, and each four-ounce portion was weighed, kneaded, and pressed into the mold by hand. Three weeks were required for production.

In 1938 the Logan Bar name was changed to Field Ration "D" Bar. And in 1939 Hershey was able to produce 100,000 units per day. By the end of 1945, production lines on three floors of the plant were producing a total weekly output of approximately 24 million units. Between 1940 and 1945 it was estimated that in excess of three billion ration units were produced and distributed to soldiers around the world.

In 1943, a heat resistant bar with an improved flavor, the Hershey's Tropical Chocolate Bar, was produced in both two-and one-ounce sizes. That bar, in 1971, went to the moon with Apollo 15 astronauts.

Then in December of 1990, Hershey again worked with the Quartermasters Corps on its request for a heat-resistant bar made with real milk chocolate that tasted like commercially available chocolate bars. Hershey produced 144,000 Desert Bars which were shipped to U.S. troops in Saudi Arabia for the initial test, with more going in later shipments.



BARS, BARS, BARS, BARS (LATE 1990)

Brown & Haley, Tacoma, WA, has out its new Roca Bars, Swiss White, Milk Chocolate, and Dark Chocolate. They are all elegant tasting.

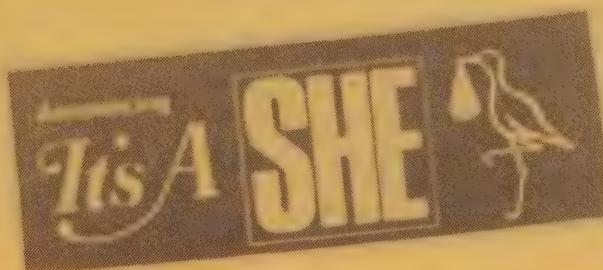
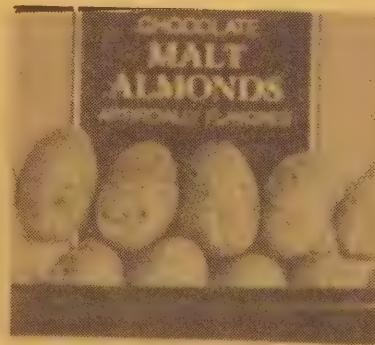
Adams & Brooks, Los Angeles, CA, has out the new wrapper for its Cup-o-Gold bar originally produced by Hoffman's of the same city. It's still a great smooth-tasting cup product.

Perugina (Nestle) of Italy has new wrappers for its various bars and is distributed in the U.S. by Perugina C. & C. Inc., Saddle Brook, NJ.

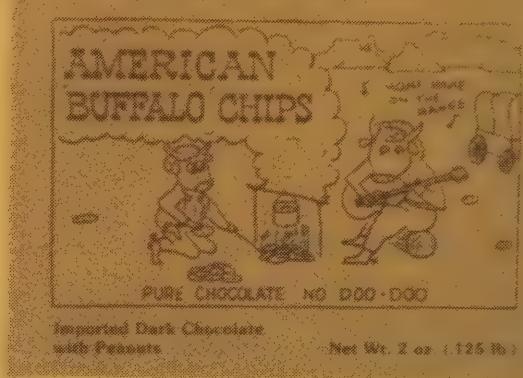
Hershey has out birth announcement wrappers, "It's a She," and "It's a He." Also made for Hershey are various kinds of different flavored coated almonds in individualized packs. (These items available through a catalog.)

Tom & Sally's Handmade Chocolates, Brattleboro, VT, uses Belgian milk chocolate to make its products. About two years ago they introduced novelty candy bars - Vermont Cow Pies, Vermont Meadow Muffins, and Vermont Pasture Patties, and were quite successful in the sale of these very good products. As of November of 1990, their cow pies came in 20 varieties, each with its own cartoon and humorisms on the label (Maine Moose Pies, Connecticut Horse Pate, Massachusetts Barnyard Biscuits, New York Bull Chips, etc.) The intent is to develop a piece for every state eventually. Because of the success of the cow pies, the company is focusing on mail order sales, Tom and Sally's Home-made Chocolates, 6 Harmony Place, Brattleboro, VT 05301. Besides the chocolate in the candy bars, each kind contains nuts such as almonds, cashews, etc.

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Senor Murphy, Santa Fe, NM, makes a tasty Peanut Brittle with Red Chile. Cactus Candy made from Prickly Pear Cactus is manufactured by Cactus Candy Company, Phoenix, AZ.

Pop Rocks Action Candy, Carbonated Candy Ventures, Buffalo, NY, comes in such flavors as Strawberry and Orange, and they do "pop" on your tongue!

The best in jellybeans now comes packaged for kids as J.B.Cool, and for adults in a 20 Assorted Flavors pack, Jelly Belly Jelly Beans, made by Herman Goelitz, Inc., Fairfield, CA/Goelitz Confectionery Co., North Chicago, IL. Also by the same company are two other tasty items, Squirt Fruit (continued next page)



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Sours (for the younger crowd) and Dutch Mints for the older crowd. Both of these are tasty items.

Schimpff's Confectionery, Jeffersonville, IN, produces its all-time favorite, chocolate-covered caramal and pecans, molded in the shape of turtles - its own chocolate bar, and marshmallows hand-dipped in caramel and known as Modjeska (these are great).



For the past holiday season Hershey had its minatures in colorful wrappers - Mr. Goodbar, Milk Chocolate, Krackel, and Special Dark.

Pennsylvania Dutch Co., Mt. Holly Springs, PA, is now handling the Camille Block line of Swiss Chocolate Bars. The Almondine Bar (chocolate with truffle filling and whole almonds) is outstanding. And very good also are the Amaretto and Grand Cafe bars. Other flavors are Tonineau, Swiss-Li, Torineau Noir, Suisse Blanc, and Swiss Classic. Camille Bloch, located in Courtelary, Switzerland, was founded in 1929 sells well in both Switzerland as well as many foreign countries.

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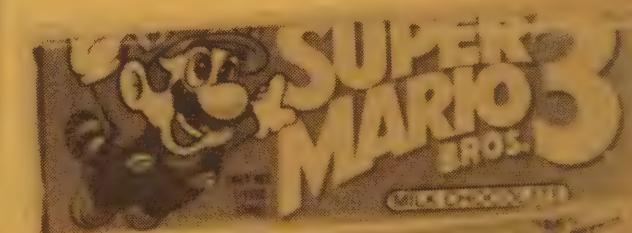
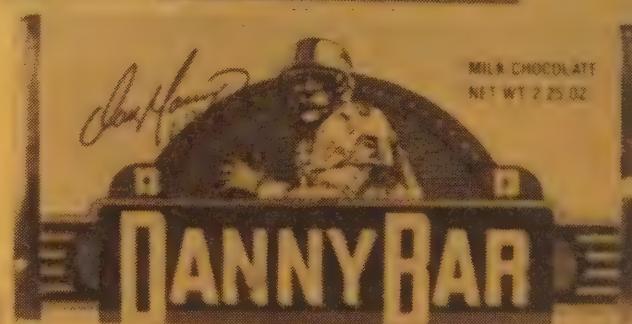
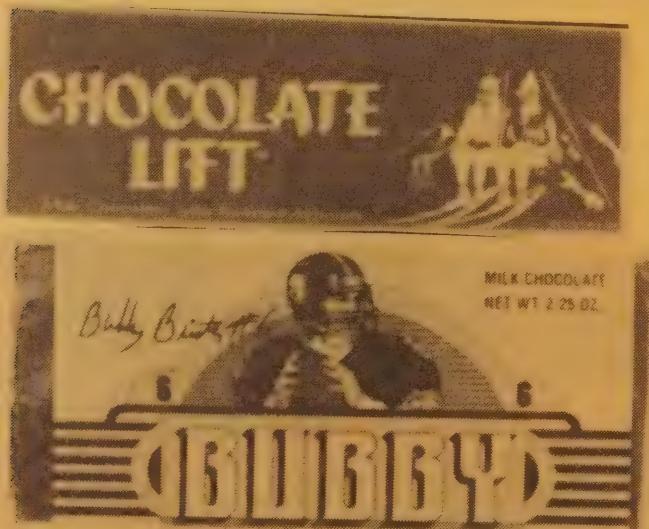
Chocolate Lift Bar (milk chocolate/almonds) is distributed by Chocolate Life, Burlington, VT.

New from Nestle for the past holiday season was the Unbelievably Big Bar, a 9.25 pound Nestle Crunch bar.

Sold in Demoulas Stores of New England, is the Cantalou Chocolat Fraise (milk chocolate/strawberry flavored filling) bar made in Germany for Cantalou of Portugal, and sold in the U.S. by Cantalou Inc., Ho-Ho-Kus, NJ.

Chris Candies, Pittsburgh, PA, makes the following bars (chocolate impressions by L.C.F., Hartville, OH) Bubby Bar, Danny Bar, and Kelly Krunch. They are also the makers of the Boomer, Ryne Sandberg, and Bernie Kosar bars mentioned in the previous issue of Gazebo. The Bubby bar is named after Bubby Brister, quarterback, Pittsburgh Steelers; the Danny Bar, named after quarterback Dan Marino, Miami Dolphins; and the Kelly Krunch Bar, named after Jim Kelly, quarterback for the Buffalo Bisons.

Candy USA, under license from Nintendo, the most popular electronics game in the U.S., makes various Mario Bros. 3 bars; Milk Chocolate, Chocolate 'n Crisp, and Chocolate 'n Peanuts. The company also makes under the Mario Bros. name a Coated Nut Roll, and a Salted Nut Roll. (cont. next page).



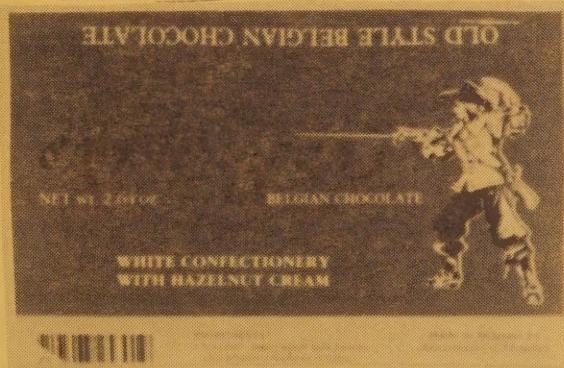
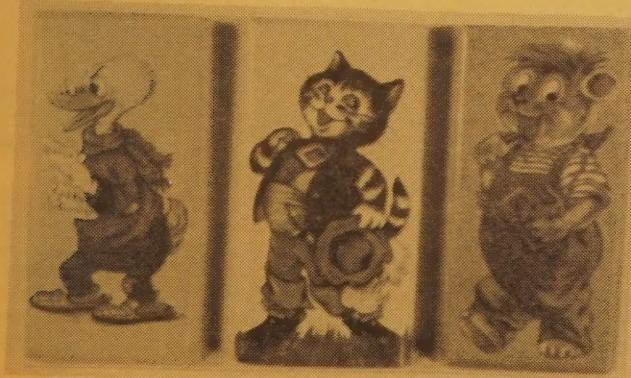
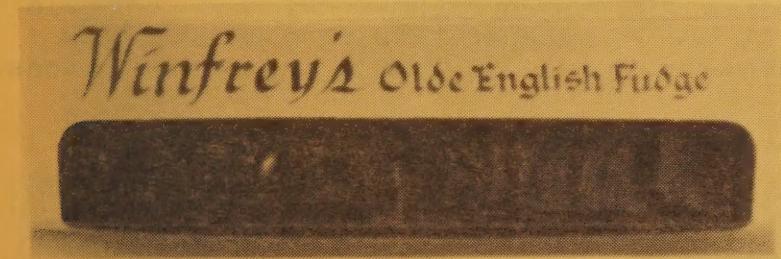
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Winfrey Fudge comes in several flavors. The factory is located in Rowley, MA. Topographic Chocolate Co., Denver, CO, has out its topographical map of Mt. Rainier made in chocolate.

Seen in gourmet confectionery U.S. retail stores are such bars as the Sprengel Alpenrahm Chocolate Bar (Hannover, Germany), and the Sahne-Nougat bar (Niederegger, Lübeck, Germany), both very tasty. The kid-sized Happy Animals chocolate bars, with various critters posing on the wrapper fronts are pleasant. And, Unicandy of NY, has available the very good D'Artagnan White Confectionery with Hazelnut Cream Bar, made by D'Artagnan Chocolates, Belgium.

Allied International Corp., Newington, VA, is handling Forreelli chocolate bars made in Yugoslavia for Nulad, S.A., of Teverne, Switzerland. The flavors include Truffle, Strawberry Filled, Mint, Hazelnut, Tropic, and Apricot. The chocolate in all the bars is fair tasting.

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1991 Bars

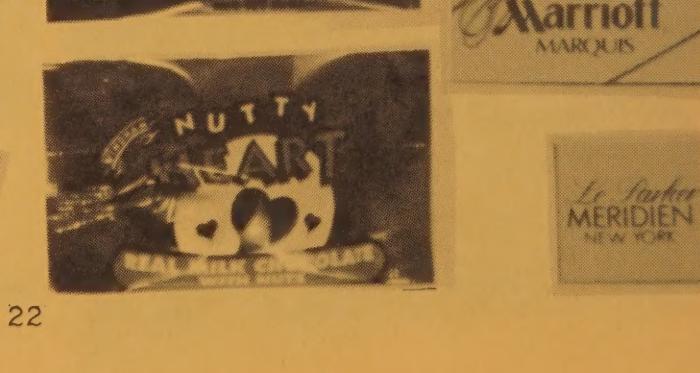
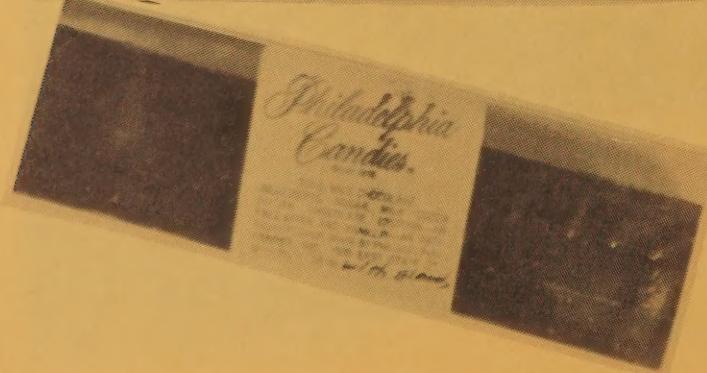
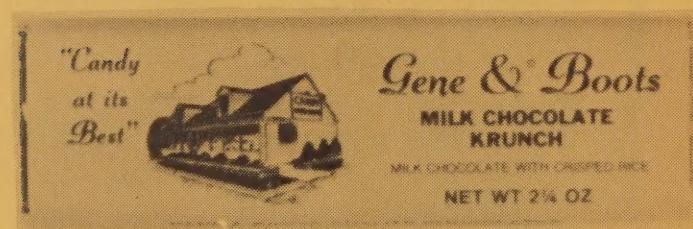
Madelaine Chocolate Novelties, Inc., Rockaway Beach, NY, makes its own very good chocolate bars such as Crisp Bar, Milk Chocolate with Almonds, and Milk Chocolate. It also makes bars for such candy makers as Malley's of Cleveland (Malley Bar), Cracker Barrel Old Country Store, Lebanon, TN (Country Candies Milk Chocolate), Gorant Candies, Youngstown, OH (Milk Chocolate with Roasted Almonds), Gene & Boots Candies, Inc., Perryopolis, PA (Milk Chocolate Krunch), And Harry Londons Candies, North Canton, OH (Milk Chocolate with Crisped Rice. All bars are of good quality.

Lanco Corporation, Farmingdale, NY, puts out its Windham line, Nutty Hearts and Nutty Bunny bars. Lanco also produces a number of novelty items and promotion pieces such as for the Meridien, Wyndham, and Marriott Hotels.

Around since 1919, Philadelphia Candies of Sharon, PA, produces such fund raising chocolate bars as Milk Chocolate, Crispy Milk Chocolate, and Milk Chocolate with Almonds. The chocolate is very good.

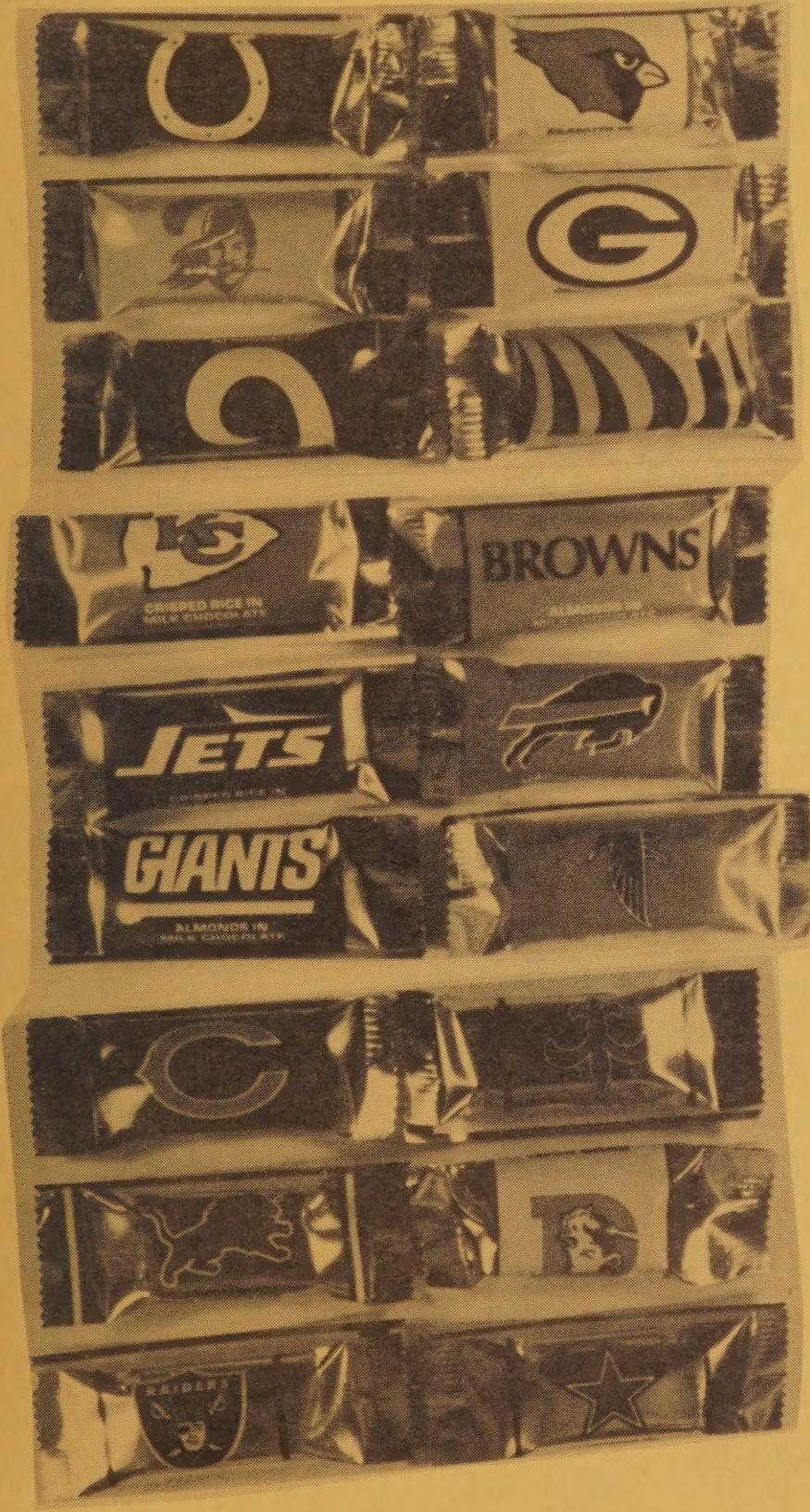
Condrell's Candies, Kenmore, NY, makes its own homemade candy bar, "Charlie Chapan," which tastes quite good. It has no wrapper. Having a marshmallow center, the bar's made of milk chocolate, toasted coconut, and cashew pieces.

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The complete set of 28 chocolate bar wrappers for the National Football League is shown. The molds were made by L.C.F., Hartville, OH, and the bars are marketed by Impel Marketing, Durham, NC. The bite-sized bars are of milk chocolate, crissed rice/milk chocolate, peanuts/milk chocolate, and almonds/milk chocolate.



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NEWS TADBITS

Candy USA, headquartered in Atlanta, GA, operates its manufacturing facility in Macon. The company late last year sent 200,000+ salted nut bars to U.S. troops in the Persian Gulf.

James A. Michener, in his book, The Eagle and the Raven, 1990, State House Press, Austin, TX, had this to say about General Santa Anna of Mexico while on a visit to New York City in the 1860s. On the trip Santa Anna brought along a whitish fluid produced by the chicle tree of Yucatan that when you cured it, the liquid hardened and assumed a chewy character. And, as Michener said, "Then if you mix in sugar and a touch of mint, it tastes great." That was the beginning of American chewing gum.

At Dimensional Foods in Boston, MA, technologists have developed a method which uses a plastic mold stamped with microscopic ridges to reproduce a holographic image when chocolate is poured into the mold. That's a way of putting someone's face on a chocolate bar. (As reported in Chili Pepper magazine)

A news item in the Salem Evening News, MA, reported that J. Leonard Clark, the last of the six brothers who once owned the company that made Clark bars, is sad that the present owner, Leaf, Inc., is trying to sell the brand name because of lagging sales. Clark is hoping to interest Pennsylvania food giants, H.J. Heinz or Hershey Foods Corp., in giving new life to the Clark bar. Clark said Leaf took out the caramel center of the original bar.

The book, Running the Amazon, Joe Kane, 1989, Knopf, is all about the long trip down the Amazon River from its start in the Andes Mountains of Peru to its mouth at the Atlantic Ocean in Brazil. In the book the author often mentions the eating of candy bars for energy purposes. One such incident took place in the rain forest town of Leticia, when he and a South American friend came across some American candy bars for sale in a store. His friend exclaimed, "Sneekers!" (Snickers). And with great glee the two bought two cases of the bars, many, many miles away from the U.S.

Red Grange, who died January 28, 1991, was the football player who joined the Chicago Bears in 1925 and made for the success of the NFL. Grange was the first pro football player to have a candy bar named after him. The Shotwell Mfg. Co., Chicago, made the Red Grange bar in the late 1920s.

Scott Simensky, 2300 Hacienda Blvd. No. E-7, Hacienda Heights, CA 91745, is looking for Hershey and Nestle wrappers from the 1950s-1980s.

The Boston Globe reported that Clark University students, Worcester, MA, have embarked on a campaign to save the Clark candy bar - "We share the great tradition of the Clark name. After all, there's no Yale or Harvard bar."

To the USA Troops From CANDY USA

